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**W. HAROLD KINGSLEY** Editor  
**ROVER O. WHYTE** Business Manager

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**THE HERALD'S PLATFORM  
 FOR TORRANCE**

- 1—Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood-Palos Verdes Park-way.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance.
- 9—The conduct of All Local Affairs in a spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

**Herbert Hoover—Humanitarian**

By **JOHN TWEEDDALE**  
 OF TORRANCE

Rarely, in the history of human accomplishment, has any one individual been able to conceive, and carry to a successful termination, such gigantic tasks as fell to the lot of Herbert Hoover in the course of these nine memorable years of war and reparation. Rarely has any one man been able to overcome so many apparently unsurmountable difficulties as did the brave, noble, energetic American, and his staff of equally commendable associates, and rarely, if ever before, has the sublime light of a heavenly dispensation, been so reflected, as to inspire any body of men to do all these things irrespective of consequences to themselves, and with no object in view, other than the alleviation of human suffering and distress.

During these nine hectic years Mr. Hoover and his colleagues abandoned their professional and business pursuits at great loss to themselves, expended considerable sums from their personal funds for travelling and other expenses; donated liberally to the various relief measures under their supervision, and at the end, refused to accept a return of any of the moneys so disbursed, or any compensation whatsoever for their long arduous services.

In March 1921, Mr. Hoover entered the cabinet as secretary of commerce, and immediately instituted reform measures with a view to extending the usefulness of this very important, but heretofore poorly administered department of the government; he eliminated much of the lost motion resulting from "red tape" methods; reduced maintenance cost, enlarged its field of operations, and by working in conjunction with private organizations, brought about an enormous increase in foreign trade. This co-operative spirit on the part of the government, has been instrumental in promoting efficiency and eliminating waste, in field and factory, and in the distribution of the products of both.

Mr. Hoover also formulated measures for the protection of both producer and consumer, by defining the condition and standard of goods; and besides secured the help of farm organizations in his effort to promote the sale of American agricultural crops in foreign lands.

Mr. Hoover's diligence, and ability to do seemingly impossible things prompted Mr. Coolidge to transfer to the Commerce Department, the management of both the Patent Office and Bureau of Mines, and today these three departments are functioning with greater efficiency than ever before and still Mr. Hoover finds time for the exercise of his energetic mind in other spheres, having to do with the welfare of the nation.

He is frequently referred to as Secretary of Commerce and Under Secretary of all other departments of the government.

As the year 1921 was drawing to a close serious unemployment conditions, with their accompanying factors of hunger and perplexity developed from curtailed productions in many lines of endeavor, Mr. Hoover thereupon established a uniform system of relief for some 5,000,000 of our people through the newly formed "President's Unemployment Conference," and became, once again, the source from which hope, encouragement and the necessities of life, came into the homes of those who were not able to obtain work.

In 1922, Mr. Hoover, because of his familiarity with Western irrigation problems, was selected to preside over the "Colorado River Commission," and this body finally succeeded in bringing seven states together, in an agreement, for the distribution and use of the flow of the river.

Always a great lover of children, Mr. Hoover works incessantly

in their interest. He was instrumental in the formation and in president of the "American Child Health Association." Many a little tot in the slums of our great centers of population can remember the strong kindly face and sympathetic eyes of the "good samaritan," who came and went, in their humble abode, unheralded and unsung, bringing many gifts of much needed warm clothing to cover the shivering little bodies, and still more acceptable donations of nourishing food to fill that aching void in the pit of the tiny stomachs, and who ministered all these things with such tender words of anxiety for their welfare.

It will be understood from the foregoing dissertation, Herbert Hoover is a man of unusual creative potency; an inborn organizer of men, an indefatigable worker; he possesses an irresistible individuality; is clear of vision; honest, and generous to a fault.

Where then, in all these United States of America, can we find any other such presidential timber as reposes within the stalwart frame of this quiet, unassuming American engineer; where in all the mighty commonwealth, is there another man who would voluntarily give up his business or profession; sacrifice home comforts; donate his personal funds; face untold dangers; and devote nine of the best years of his life to the cause of humanity? Who among all the great statesmen of our beloved country, save Herbert Hoover, is possessed of all the qualifications necessary to inspire absolute confidence in the future—a confidence that will pull business and industry out of the slough of despond, and insure unlimited prosperity during the next four years?

America is justly proud of the fact that wherever, under the sun, the "Star Spangled Banner" swings to the breeze, there will the silvery rays of freedom shine with a steady glow. She rightfully treasures the knowledge that her citizens are, as a class, the most intelligent, progressive, and withal prosperous, ever assembled beneath the protecting folds of a national ensign since the dawn of civilization.

She jealously guards the assurance that, so long as a government by and through the rule of a majority of this judicious people is maintained, neither external or internal enemies; nor yet flood, nor famine, nor pestilence can prevail against them; she realizes that eternal vigilance is necessary, within her own borders if this liberty of thought and action is to be kept inviolable. Neither is she blind to the fact that a certain human parasite, commonly known as the "machine politician" is a constant menace, and is even now sucking at the blood stream of the body politic, and bitterly contesting the people's right to uphold, and to demand the form of government represented by Herbert Hoover.

The momentous question confronting us today is: Do we, the heirs of all the ages, and the most enlightened electorate under the starry vault of heaven, intend to permit history to repeat itself, and stand inactive in the foyer of the great theatre of national welfare and listen to these same "machine politicians" with their "picked" auctioneers, deal off the presidency of these United States of America to a "picked" bidder? Or are we going to push open the swinging doors of that Kansas City convention hall, and inform the delegates there assembled, in no uncertain terms, that by virtue of the rights vested in us, through the constitution of this mighty Republic, we demand that Herbert Hoover, and no other, be selected, to preside over the destinies of our party, and thereby lead us to certain victory in the coming presidential campaign?

On the shelves of the great laboratory of national weal are two vials; one is filled with the golden nectar of peace and plenty; the other with a poisonous concoction containing the turbulent elements of minority rule; one is labeled "Hoover and Law"; the other "Graft and License." Of which shall you partake?

**'Tis a Labor of Love to Embroider  
 Sheer Voile With Gay Yarn Posies**

By **JULIA BOTTOMLEY**



Reason for dressier wear. This element of loveliness, which has entered into the realm of cotton materials is resulting to the benefit of the woman of moderate means. With such exquisite materials available at little outlay of money there is no reason why one should not have a host of pretty frocks, without being at all extravagant.

Especially fortunate is the woman who does fine needlework, for most of the Paris lingerie frocks this season, especially those of voile in plain pastel colorings, are either embroidered or tagged or smocked to distinction.

Fascinating effects are attained by embroidering the thinnest and sheerest of organdies or voiles with gay woolen yarn. Could anything be prettier in the way of a simple summer frock than the one in the picture? The pattern is of the simplest possible lines—so easy to make, any home dressmaker, no matter how unskilled in the art of sewing, can put it together. The seams can be sewed up in a jiffy and the sleeves easily put in while the making of the cuffs and collar presents no intricacies. Of course preliminary to the sewing up of the dress there is the embroidery to be done, but to work with these gay flower colorings is really more "a labor of love" than a tedious task.

Whether one chooses a peach-colored voile or organdie for the making of this dress, or aqua marine blue, or an almond green shade, or perhaps maize or orchid, their texture, their coloring and their pattern should be done in realistic flower colorings. To be sure, if one prefers, a modernistic motif may be substituted for the design of quaint garden posies.

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 Light o' Day Rayons, \$1.00 values, 3 yards, \$2.00. **\$2.00**  
 Chiffon Voiles Retail values \$1.25 to \$1.50. 3 yards \$1.50. **59c**  
 Yard ..... **59c**

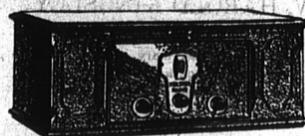
Jule Prints, retail value 50c. 3 yards \$1.00. Yard ..... **39c**  
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